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**Subject: Staffing for Breastfeeding Promotion and Support**

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Effective Date: October 1, 2007

Revised From: October 1, 2006

**Policy:** All WIC staff shall exhibit a positive attitude toward breastfeeding and promote breastfeeding as the preferred infant feeding method. The State Agency (SA) has designated a state breastfeeding coordinator and each Local Agency (LA) must designate a breastfeeding coordinator to ensure breastfeeding activities and breastfeeding promotion efforts are incorporated into WIC program operations. Each WIC clinic is encouraged to designate a breastfeeding coordinator. All WIC staff must have task appropriate breastfeeding training.

**Reference:** FR §246.11 (c)(7), FR §246.25 (b), USDA publication dated October 2001, WIC Nutrition Services Standards, Standard 1

**Procedure:**

1. Refer to ADM:10.03.00 for local breastfeeding coordinator qualifications and duties.
2. All WIC staff shall have breastfeeding promotion included as part of their job duties.
3. All WIC staff shall complete the Promoting Breastfeeding Self-Instructional Training Module.
4. All WIC RN's and RD's or LD's shall complete the Promoting Breastfeeding and Breastfeeding Initiation and Management Self-Instructional Training Modules. They shall utilize the Nutrition Management Guidelines found in the Appendix titled, "Pregnant Woman and Breastfeeding Woman Nutrition Management Guidelines" and "Low Risk Breastfed Infant Nutrition Management Guidelines" in counseling WIC clients to breastfeed and provide management and follow-up. Local WIC Coordinators should contact the SA when hiring new staff to obtain breastfeeding self-instructional modules.
5. Additional training such as Certified Breastfeeding Educator (CBE) training is encouraged for all staff. Qualified clinic staff should be encouraged to pursue an International Board Certified Lactation Consultant (IBCLC) credential.
6. LA must contact the State Breastfeeding Coordinator whenever the Local Breastfeeding Coordinator changes.